

1 speakers have an opportunity, you might think of  
2 cutting your time or whatever it is that would help us  
3 get everyone to the microphone. We'd appreciate it.

4 Also, I'm sure you'd like to hear at least  
5 a comment or two from the Commissioners before you  
6 leave, after saying all these things. I suppose you  
7 do. But if you do not, that's fine. We will continue  
8 on until the last minute we can, to allow enough time  
9 for you to clear the building when it's --

10 UNIDENTIFIED PARTICIPANT: (Inaudible.)

11 MS. DAVIS: We didn't take it away. On  
12 your --

13 UNIDENTIFIED PARTICIPANT: (Inaudible.)

14 MS. DAVIS: You haven't been cut short.  
15 I'm discussing it with you now. You have not been cut  
16 short. I only want you to know what's at stake. I  
17 don't know how many people are in the line. Those of  
18 you in the line should know you have 30 more minutes,  
19 no matter what. So can we start with microphone one.

20 MS. SMITH: Thank you, and --

21 UNIDENTIFIED PARTICIPANT: (Inaudible.)

22 MS. SMITH: -- thank you for this

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1 opportunity. My name is Margaret Smith. I reside in  
2 Santa Cruz County, and I subscribe to Comcast cable  
3 television. And unlike the previous speakers brought  
4 here by KSBW, I have some serious objections to KSBW.  
5 I find them both racist and classist, and that they  
6 serve their corporate masters well.

7 My first experience with them was being  
8 one of the thousands of people who were not able to  
9 see "Saturday Night Live" because KSBW did not want Al  
10 Sharpton to have that exposure. So no one who was on  
11 cable television could see "Saturday Night Live" in  
12 this whole area of three counties at least.

13 I didn't -- I complained to Comcast about  
14 that, and they said, "No, it's not us. They block the  
15 other" -- we would have had a chance to see it on  
16 another -- another NBC channel, had it not been  
17 blocked.

18 But the next experience made me even more  
19 angry. I found out that they had made an editorial  
20 commending Wal-mart -- supporting Wal-mart coming to  
21 Gilroy, and I wrote to them and I got a response back  
22 basically asking them to allow an opposing point of

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1 view on it. The response back I got basically said,  
2 "Well, the only people who care about this is labor,"  
3 meaning, I guess, working people and 95 percent of the  
4 public.

5 Anyway, they basically considered labor as  
6 totally unimportant.

7 MS. DAVIS: Thank you.

8 (Applause.)

9 Microphone two.

10 MR. BALVEY: Hi. My name is Marcello  
11 Balvey. I'm here to represent NCMU California Media.  
12 We're based in San Francisco, and also have offices in  
13 Los Angeles, and in our network we have 700 -- over  
14 700 ethnic media outlets statewide, and we're  
15 expanding nationwide. We basically work to promote  
16 the editorial and economic visibility of ethnic media  
17 in this country.

18 Just some quick statistics. One out of  
19 every -- one out of every 11 Americans is foreign born  
20 at this point. People living in this country --  
21 California, New Mexico, and Hawaii -- are majority-  
22 minority states. One out of every four Americans is

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1 an American -- one out of every four Americans is a  
2 minority at this point, and ethnic media is the  
3 mainstream media in these communities.

4 Unfortunately, what I feel has happened is  
5 that the huge demographic changes that have happened  
6 in this country in the 1990s have happened too late in  
7 order to be considered when we talk about all of these  
8 issues, when we talk about media deregulation, when we  
9 talk about localism in media, and I think that a  
10 healthy media ecosystem in pretty much any major media  
11 market, any media market really at this point in this  
12 country, has to include ethnic broadcasters.

13 Otherwise, like we heard again and again  
14 tonight, they're not really going to include the  
15 concerns of the community, and they're not going to  
16 communicate effectively with the communities the way  
17 they look today.

18 I think that one way that the FCC can help  
19 address this is by -- basically, I think it is an  
20 issue of ownership. I think that when the FCC looks  
21 at ownership changes, from now moving forward, I think  
22 they really need to think about what somebody

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1 mentioned before -- is the entry points.

2 We have a whole new generation of people  
3 in this country that don't have access to media. They  
4 have no way for their voices to be heard, especially  
5 in terms of broadcast media, which has gotten so  
6 prohibitively expensive to access for media  
7 entrepreneurs ever since the deregulations went  
8 through.

9 So if you could take these concerns into  
10 account, that would be great.

11 Thank you.

12 (Applause.)

13 MS. DAVIS: Thank you.

14 Microphone one.

15 KENDRA: Good evening. My name  
16 is Kendra. I'm a resident of Pacific Grove, and I'm  
17 also the Director for Children's Miracle Network.  
18 We're a local fund-raising arm of Salinas Sally  
19 Memorial Hospital, and the funds that we raise help  
20 children's health care needs in San Benito, Monterey,  
21 and Santa Cruz counties.

22 I come here tonight to offer kudos to our

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1 local media, because I think they do a great job for  
2 all of us in the nonprofit sector as well as viewers  
3 and citizens here in this community. For the past 10  
4 years that I've been doing this job, we've been  
5 working with the local television stations and radio  
6 stations in public fund drives for our charity.

7 And, in fact, in the last 10 years we've  
8 raised nearly a million dollars for children's health  
9 care needs through these two types of fund drives.  
10 Our current partners are KSBW on the television side  
11 and K-WAVE on the radio side. They just provide a  
12 tremendous service to this community.

13 In fact, this year for television there  
14 was a major news story that broke the afternoon that  
15 we were due to do our telecast, and KSBW had the  
16 option of moving away from the local show to pick up  
17 network programming. They chose not to. They chose  
18 to stick with the local programming, and they aired  
19 that special the next day.

20 So on behalf of all the charities -- and  
21 I know that there's lots of other issues out there,  
22 but we truly depend on the local media for our

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1 efforts. And because we do so well, then, in our  
2 efforts, we can help so many people in this community.  
3 I do think they do a great job, and, as Mayor Albert  
4 said earlier, perhaps they are unique. But then let  
5 this community serve as a role model for other markets  
6 out there, both large and small.

7 Thank you.

8 MS. DAVIS: Thank you.

9 (Applause.)

10 We turn to microphone number two.

11 MR. CAMPBELL: Good evening,  
12 Commissioners. My name is Bruce Campbell. I'm with  
13 the Department of Social Services, and I'm the  
14 Coordinator for the Central Coast Waiting Child  
15 Network. We're a bunch of social workers, and we  
16 really didn't understand marketing very well, so we  
17 joined with the local media to establish a regional  
18 network for public child welfare agencies and local  
19 media representatives.

20 The purpose of the Central Coast Waiting  
21 Child Network is to coordinate and consolidate foster  
22 care and adoption recruitment efforts in the tri-

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1 county area of Monterey, Santa Cruz, and San Benito  
2 counties. It links local and statewide recruitment  
3 efforts, sponsors press conferences and recognition  
4 events, and enjoys a broad spectrum of media support.

5 It has included KION, KCBA, KSMS, and KSBW  
6 television, as well as KFCO, KTOM, KUSP, and KEZU  
7 radio stations, and local print media. These efforts  
8 have been extremely helpful in our recruitment efforts  
9 and have more than doubled the number of Hispanic  
10 foster and adoptive homes in our county.

11 Through the years, recruitment efforts are  
12 at their peak during sponsored broadcasts which are  
13 always matched with generous portions of donated air  
14 time. In particular, I'd like to call attention to  
15 KION and KCBA. KION sponsored the "Just for Kids"  
16 program, which was a local waiting child program that  
17 featured local children waiting for adoption. It  
18 helped place some of our most difficult children, and  
19 one 14-year-old girl was adopted by a family who  
20 called us within moments of seeing her shown on the  
21 "Just for Kids" program.

22 When we needed to launch a new campaign

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1 for our Family to Family Initiative, two KION and KCBA  
2 executives spent a full day with us at a planning  
3 retreat. They have served on the Family to Family  
4 Steering Committee, and one has served as the Chair of  
5 the Marketing Committee. They have produced five-  
6 minute eye-openers featuring various segments of our  
7 Family to Family program, and we receive an average of  
8 75 minutes per month of broadcasting each month.

9 So I would just like to thank the local  
10 media for their support of our foster care and  
11 adoption recruitment efforts and this opportunity to  
12 speak to you.

13 (Applause.)

14 MS. DAVIS: Thank you.

15 Microphone one.

16 MR. RASMUSSEN: My name is Thor Rasmussen.  
17 I'm a local resident of Monterey. Thank you for the  
18 opportunity to talk this evening.

19 For the most part, I support the concept  
20 of the free marketplace. However, monopolies must not  
21 be allowed. The airwaves are a very limited resource  
22 that belong to the people. I am concerned about large

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1 companies like Clear Channel having the ability to  
2 control the majority of broadcasting stations.

3 In order to allow competition, there  
4 should be a limit to the number of stations that a  
5 single owner can have, say no more than 20 or 25  
6 percent in any given market. The majority of the  
7 stations should be locally owned and operated.  
8 KSCO, AM 1080, in Santa Cruz is a good example of  
9 this, as we heard earlier from Michael Zwerling.

10 With regard to the subject of advertising,  
11 it appears that the amount of infomercials has been  
12 increasing. While the revenue received by these paid  
13 advertising programs financially helps the stations,  
14 so that they can provide real programming, the amount  
15 of time spent on this kind of advertising should be  
16 limiting -- limited, and the airing of infomercials  
17 should be restricted, maybe limit the time you can  
18 have it in prime time hours.

19 While there's lots of new technology  
20 coming out, there's a couple things that I'm concerned  
21 about. The FCC should not approve the use of BPL,  
22 broadband internet over power lines technology. BPL

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1 produces interference, which will essentially destroy  
2 the ability of amateur radio operators and emergency  
3 officials to communicate on the shortwave frequencies  
4 in an emergency situation.

5 Other forms of internet should be utilized  
6 instead of BPL. Also, I believe, as said earlier, ham  
7 frequencies should be protected. Digital AM -- I  
8 think there's a lot of problems with that, with the  
9 regular analog AM. I think that should really be  
10 checked out before approved.

11 And, finally, I'd like to say -- it is off  
12 the subject, but beware of electronic voting. There  
13 is no way -- no way to have an independent accounting  
14 of the votes through that.

15 Thank you very much.

16 (Applause.)

17 MS. DAVIS: Thank you.

18 Microphone two.

19 MR. FULLER: Good evening. I'm George  
20 Fuller. I'm a radio broadcaster in Monterey County,  
21 and I work in a local radio station. And this station  
22 for -- it'll be nine years in October. It's a

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1 locally-owned radio station with no change in format  
2 for 20 years, and it's the only one that has done  
3 that. Everything else here has changed as often I  
4 guess as I change socks.

5 (Laughter.)

6 What I want to explain to you is how local  
7 radio is attacked in another way, and that is through  
8 Arbitron. As a broadcaster in the radio station where  
9 I am, the format where I work is what the market is  
10 here. It's jazz and blues. And when I contact  
11 clients, major clients, for instance -- well, these  
12 major grocery store chains, and I have to get in touch  
13 with their people in L.A. about advertising on our  
14 station, then what they say is, "You've got to make  
15 the ratings."

16 And the ratings go to radio stations that  
17 subscribe to Arbitron that pay \$35,000 a year. We  
18 don't have to do that. We don't have to subscribe to  
19 ratings. We know what the market is, and we are the  
20 market. But they refuse to do this.

21 So this is how local radio is attacked  
22 through Arbitron. I think the Federal Communications

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1 Commission should have a word with Arbitron and these  
2 rating services and say, "Hey, move somebody into the  
3 community, live there a while, find out what's going  
4 on," because we are what's going on.

5 (Applause.)

6 And I come from an old school. I hold a  
7 first class license. I have 21 years on the air, and  
8 I've only worked in one format, and that's jazz and  
9 blues. I'll go nowhere else.

10 Thank you.

11 MS. DAVIS: Thank you.

12 Yes, at microphone one.

13 MR. WARDWELL: Good evening. My name is  
14 Harry Wardwell. I'm a community banker from Salinas  
15 and a lifelong resident of Monterey County. And for  
16 over 30 years, I've been heavily involved in our  
17 community.

18 I'm currently a Board of Trustees of the  
19 local Salinas Valley Memorial Health Care System,  
20 Director of the California Rodeo, and Executive  
21 Director of the California International Air Show, all  
22 of which are great organizations that have done

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1           tremendous things for our community over the years and  
2           depend on the local media.

3                     And, yes, over the last few years we have  
4           seen a consolidation of electronic media, TV, and  
5           radio stations into large media companies. But  
6           locally, however, I feel in my opinion that it's been  
7           transparent. The local managers for the Clear Channel  
8           TV and radio stations, the Hearst-Argyle stations, are  
9           heavily involved in the community.

10                    They take leadership roles in our  
11           community. They know our community. They're involved  
12           in our community. And they are listening to our  
13           community. They are all raising their children here  
14           and know and understand local issues.

15                    I think they are very responsive. I think  
16           they do an excellent job in covering local news. I  
17           think they do an excellent job in covering civic  
18           affairs, education, social issues, community events,  
19           and I think the needs of our community are being  
20           served by even the large media companies serving the  
21           local communities in our Central Coast.

22                    Thank you.

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1 (Applause.)

2 MS. DAVIS: Thank you.

3 Over at microphone two.

4 MR. NEVILLE: Eric Neville from Oakland.

5 I noticed that in the packet that we were given there  
6 were two press releases regarding these meetings. I  
7 just wanted to let you know that, interestingly  
8 enough, I heard absolutely nothing about this on my  
9 local television news broadcast.

10 (Laughter, followed by applause.)

11 I regularly watch morning and evening  
12 news, and despite the handful of news vans outside I  
13 literally saw nothing on localism at all, let alone  
14 specifics of when and where this meeting would be,  
15 even though I -- I receive four stations with evening  
16 and morning news broadcasts.

17 I think this single fact speaks to just  
18 how poor the service of the community's news needs are  
19 being met by the existing situation.

20 (Applause.)

21 Furthermore, adding to the comments about  
22 the location of this meeting, and its relative

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1 distance from a major metropolitan center, it seems  
2 that a citizen of this country couldn't help but  
3 wonder how much greater public participation would  
4 have been if this meeting had been properly notified  
5 -- pardon me -- if the public were properly informed  
6 of this hearing and, furthermore, if there were  
7 hearings such as this in a major metropolitan area,  
8 maybe even near a public transportation system.

9 (Applause.)

10 Finally, in closing, I just wanted to  
11 mention a particular thing that is a big frustration  
12 to me, and I think a major shame. KCSM, which is  
13 nominally a public television station, has dropped  
14 their analog signal. The only way I found out about  
15 this is because they had a little, you know, thing on  
16 the screen, you know, for a week after they shut off  
17 saying what had gone on.

18 So anybody who is watching cable or  
19 satellite wouldn't know about this. But I think that  
20 this is a travesty of broadcasting in service of a  
21 democracy.

22 (Applause.)

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1 MS. DAVIS: Thank you.

2 May I have the Commissioners speak to  
3 that, first, please?

4 COMMISSIONER COPPS: I just want to say  
5 that I was out in Phoenix -- we had a hearing like  
6 this about a year and a half ago, kind of a  
7 consolidated meeting. We had a good turnout there, 4-  
8 or 500 people. So I asked one of the guys in the  
9 audience, I said, "Where did you hear about this?"  
10 Because there's a lot of consolidation in the media  
11 here. He said, "Oh, I heard about it on the BBC."

12 (Laughter.)

13 MS. DAVIS: Mr. Heston, yes, go ahead.

14 MR. HESTON: I apologize that the  
15 gentleman who just spoke is not watching our  
16 television station. But the fact of the matter is we  
17 are very fortunate that about -- on a regular  
18 circulation, about 190,000 households are. And the  
19 FCC, on the day that it was announced that they were  
20 coming, was on our television station, on all  
21 newscasts, was on our website. In fact, the FCC  
22 called to say, "Why is our press release on your

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1 website?"

2 And Commissioner Adelstein was live last  
3 night for an extended period of time from Washington,  
4 D.C., from our Hearst-Argyle Washington News Bureau  
5 where our anchor, Dan Green, interviewed him. So I am  
6 incredulous when I hear something like that, but I  
7 invite you to watch and we'll try to do even better  
8 for you.

9 MS. DAVIS: Thank you, Mr. Heston.

10 (Applause.)

11 Microphone one.

12 MR. BURNS: Yeah. I'm Jim Burns, and I'm  
13 from Monterey, California. And I really wanted to  
14 thank Commissioner Abernathy for promising to  
15 investigate that KSJO DJ. I mean, it has weighed  
16 heavy on us for these years.

17 And what happened was June 9th, a month  
18 ago, there was a consent decree that was signed that  
19 fined Clear Channel \$1.75 million dollars, and all of  
20 the cases of indecency that had ever been filed  
21 against them were to be wiped clean from the slate and  
22 never used in re-licensing hearings. And here we've

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1       been going for two years with this thing, waiting for  
2       the process to work. And all we need is three  
3       Commissioners, you know, to make this happen.

4               So we got really worried. That was during  
5       the Reagan funeral when there was a media blackout.  
6       I thought, you know, what's really going on? It was  
7       my --

8               (Laughter.)

9               -- thing was going on, you know? But the  
10       thing is that Clear Channel is the largest  
11       broadcaster of indecency in the country. I mean, they  
12       are. And the CEO of Clear Channel is Lowry Mays, and  
13       he built the Presidential Library for George Bush,  
14       Sr. on the Lowry Mays School of Business on the Texas  
15       A&M campus.

16               And the Vice Chair of Clear Channel is a  
17       man named Tom Hicks. He's Vice Chair. He made the  
18       President a multi-millionaire by buying the Texas  
19       Rangers in 1998.

20               (Applause.)

21               Okay? So the largest broadcasters of  
22       indecency in the country are George Bush's friends.

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1 (Laughter.)

2 I mean, quoted over and over in the papers  
3 that they're lifelong friends with the Bush family.  
4 So I'm just going, you know, oh, my God. You know,  
5 George Bush's friends wouldn't harm us in California.  
6 You know? Not -- they would play fair, by the rules,  
7 in the stock market, you know? But, I mean, nobody  
8 monopolizes indecency. Right?

9 So how is the religious right and the  
10 corporate libertarians finding common ground in the  
11 Republican party when the corporate libertarians  
12 believe anything they broadcast to make money?

13 (Applause.)

14 MS. DAVIS: Thank you.

15 Microphone two.

16 MR. FRISH: Good evening. My name is Bill  
17 Frish. I've been involved with public access TV for  
18 a number of years, both here in Monterey and in New  
19 York. I'm mad as hell, and I'm not going to take it  
20 anymore.

21 (Applause.)

22 Peter Finch shouted those words out an

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1 open window to the streets below in the movie  
2 "Network." After 11 years as a news anchor, TV news  
3 anchor, he began ranting about the true nature of the  
4 media's power and its focus on earning bigger profits.  
5 It's scary to see that this 1976 Hollywood film has  
6 become an example of life imitating art.

7 When I moved to this area, I wondered  
8 about the shared resources of local TV stations KCBA  
9 and KION, which is owned by the corporate juggernaut  
10 Clear Channel. The same stories are being shared as  
11 well as the same physical environment. On numerous  
12 occasions, the same news anchor appeared on newscasts  
13 for both of the stations. This is diversity of ideas  
14 in a democracy?

15 With Clear Channel's radio dominance,  
16 recent cross-country drives have resulted in hearing  
17 homogenous sounds across the 3,000 miles traveled from  
18 coast to coast. This is diversity of ideas in a  
19 democracy?

20 I also wondered about Clear Channel's  
21 decision to ban certain songs from airplay on its  
22 radio stations after the 9/11 attacks. John Lennon's

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1 "Imagine" and "Peace Train" by Cat Stevens are  
2 idealistic songs that were tabooed in our war monger  
3 and industrial corporate society we have.

4 (Applause.)

5 Where was the FCC during this outright  
6 assault on our First Amendment rights -- were first  
7 heard on other media. This is diversity of ideas in  
8 a democracy?

9 It is time for the FCC to monitor a return  
10 to the balanced, objective, and fair standards that  
11 were set forth in the fairness doctrine. It's time  
12 for a return for more diversity of ideas over the  
13 airwaves that belong to the public. It's time to  
14 promote local interest. The communities that you are  
15 supposed to serve are mad as hell. Listen to the  
16 citizens now before the shouting gets too loud.

17 Thank you.

18 (Applause.)

19 MS. DAVIS: Microphone one.

20 MS. NEELAN: Hi. Thank you for staying so  
21 late. I know you're tired; so am I. My name is  
22 Kimber Neelan. I'm an educator by profession, but,

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1 more importantly, for this forum I am a military  
2 family member as well as an ex-soldier myself.

3 My husband and I just got back from three  
4 years overseas in Germany. We were in the  
5 Katzerslautern (phonetic) military community, which is  
6 -- you may have heard of Landstuhl Hospital where they  
7 bring the wounded soldiers.

8 I would drive home every evening from my  
9 job in the Department of Defense Schools, and the only  
10 thing that I could hear between the hours of 1600 and  
11 1800 -- or 2000 were -- well, 1600 ASM Evening News  
12 Watch, which was basically a mouthpiece for the Bush  
13 administration, Sports Byline, Rush Limbaugh at 1800,  
14 Dr. Laura Schlessinger at 1900, 1945 was Paul Harvey  
15 news and commentary.

16 (Laughter.)

17 And finally, around 8:00 when I was  
18 getting ready for bed, making dinner, eating my  
19 dinner, I heard something that was a little more to my  
20 ideology -- NPR Talk to the Nation. But it was only  
21 on for --

22 (Applause.)

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1                   -- a few hours, and they would often talk  
2                   -- cut the broadcast in the middle of a show or an  
3                   interview.

4                   I was very heartened to read in *The Army*  
5                   *Times* this week that there is language in the 2005  
6                   Defense Authorization Bill ordering Armed Forces Radio  
7                   and Television Service to provide politically balanced  
8                   commentary.

9                   (Applause.)

10                  However, of course, there is a  
11                  representative -- Sam Johnson -- a Republican from  
12                  Texas, is fighting that, saying that he is not worried  
13                  about having an ideological balance, that it's more  
14                  important that military members overseas be afforded  
15                  to -- be afforded the opportunity to listen to the  
16                  same programs that they can listen to here.

17                  That's a concern --

18                  (Applause.)

19                  -- from my --

20                  (Applause.)

21                  MS. DAVIS: Thank you.

22                  Microphone two.

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1 MR. SHANKS: Good evening. Thank you very  
2 much for staying so late. My name is Pete Shanks. I  
3 represent the local Santa Cruz/Monterey chapter of the  
4 National Writers Union. We passed a resolution which  
5 I've given to the staff outside, and I hope you'll  
6 read it. I won't take up your time by reading it out.  
7 It's in favor of localism and diversity of expression.

8 I thought I'd point out a couple of other  
9 things, though. I said the local Santa Cruz/Monterey  
10 chapter. I'm also actually speaking for the San Diego  
11 chapter, the Los Angeles chapter, the San Francisco  
12 chapter, San Francisco Bay area, the Seattle chapter,  
13 the Oregon chapter, the New Mexico chapter.

14 My point is: this is one meeting for the  
15 entire western states, which is an enormous area.

16 (Applause.)

17 Which has very, very varied communities  
18 with different issues, different takes. I suspect  
19 you'll hear the same message, because the message I've  
20 been hearing all night is basically we all want local,  
21 diverse media ownership.

22 (Applause.)

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